

ORDER



Orders	Order / Rev:	104757	
	Alt Order #:	06836570	
	Product Desc:	NV	
	Estimate:	2891	
	Flight Dates:	07/27/12 - 08/16/12	
	Original Date / Rev:	07/26/12 / 07/30/12	
	Order Type:	GENERAL	
	Primary AE:	Amy McCreary	
	Sales Office:	BLPHI	
	Sales Region:	National	
Agency	Name:	National Media, Inc.	
	Buying Contact:		
	Billing Contact:		
	815 Slaters Ln.		
	Alexandria, VA 22314		
	Billing Type:	Cash	
	Billing Calendar:	Broadcast	
	Billing Cycle:	EOM/EOC	
	Agency Commission:	15%	
Advertiser	Name:	RNC IE <i>[Handwritten]</i>	
	Demographic:	A35+	
	Product Codes:	PLI2	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN	
	New Business Thru:		
	Order Separation:	00:15:00	
	Advertiser External ID:		
	Agency External ID:		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	26	\$66,675.00	\$56,673.75
07/30/12	08/16/12	88	\$91,550.00	\$77,817.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	26	\$66,675.00	\$56,673.75	0.00
August 2012	88	\$91,550.00	\$77,817.50	0.00
Totals	114	\$158,225.00	\$134,491.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	59%	\$158,225.00
Market	100%	\$268,177.97

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	11%	\$29,499.58
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	11%	\$29,499.58
KTUD	1%	\$2,681.78
KVVU	14%	\$37,544.92
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$10,727.12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/27/12	08/16/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	4	\$400.00	1	0.00	NM	11	\$4,400.00

COMMENTS APPLY TO SUB LINES A THRU C

WAKE W/WAGNRS1

Order / Rev: 104757
Alt Order #: 06836570
Flight Dates: 07/27/12 - 08/16/12

Advertiser: RNC-IE
Product Desc: NV
Estimate: 2891

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Flight Dates: 07/27/12 - 08/16/12

Advertiser: RNC-IE
Product Desc: NV
Estimate: 2891

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Flight Dates: 07/27/12 - 08/16/12

Advertiser: RNC-IE
Product Desc: NV
Estlimate: 2891

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
OLYMPIC ZONE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 07/23/12 07/29/12 -----S- 1 \$750.00 0.00															
Week: 07/30/12 08/05/12 -----S- 1 \$750.00 0.00															
E 23	KSNV	08/10/12	08/16/12	Olympics Primetime	CM	7pm-12am	MTWTF--	:30	1	\$6,000.003	0.00	NM		1	\$6,000.00
OLYMPIC PT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/10/12 08/16/12 MTWTF-- 1 \$6,000.00 0.00															
E 24	KSNV	08/03/12	08/09/12	Olympics Primetime	CM	7pm-12am	MTWTFSS-	:30	1	\$6,000.003	0.00	NM		1	\$6,000.00
OLYMPIC PT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/03/12 08/09/12 MTWTFSS- 1 \$6,000.00 0.00															
E 25	KSNV	07/27/12	07/27/12	Olympics Opening Ceremony	CM	730p-12a	-----F--	:30	2	\$10,000.003	0.00	NM		2	\$20,000.00
OLY OPN CRMNY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 07/23/12 07/29/12 -----F-- 2 \$10,000.00 0.00															
E 26	KSNV	07/28/12	07/28/12	Olympics Primetime	CM	7pm-12am	-----S-	:30	2	\$6,000.003	0.00	NM		2	\$12,000.00
OLYMPIC PT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 07/23/12 07/29/12 -----S- 2 \$6,000.00 0.00															
E 27	KSNV	08/05/12	08/05/12	Olympics Primetime	CM	7pm-12am	-----S	:30	1	\$6,000.003	0.00	NM		1	\$6,000.00
OLYMPIC PT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 07/30/12 08/05/12 -----S 1 \$6,000.00 0.00															
E 28	KSNV	07/29/12	07/29/12	Olympics Primetime	CM	7pm-12am	-----S	:30	2	\$6,000.003	0.00	NM		2	\$12,000.00
OLYMPIC PT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 07/23/12 07/29/12 -----S 2 \$6,000.00 0.00															
N 29	KSNV	08/02/12	08/02/12	Olympics Prime REPEAT	CM	1135pm - 5am	----T---	:30	1	\$200.003	0.00	NM		1	\$200.00
OLYMPIC PT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 07/30/12 08/05/12 ---T--- 1 \$200.00 0.00															

Totals 114 \$158,225.00